WE CLAIM:

1. A system for incorporating local content into a communication stream, comprising:

a) means for transmitting a communication stream including program content to a receiver;

b) means for inserting in the program content tags descriptive of local action at the receiver;

c) means for capturing the program content at the receiver and storing the tags in tables; and

d) means for processing the tags to insert local content in place of the program content for re-transmission to the local area served by the receiver.

2. The system of Claim 1 further comprising:

e) means for authoring tags and inserting them into the program content.

3. The system of Claim 1 further comprising:

f) means for scheduling the tags in the program content for local action.

4. The system of Claim 1 further comprising:

g) a first table means in the receiver for storing a first tag in the program content; and

h) a second table means in the receiver for storing a second tag in the program content.

5. The system of Claim 1 wherein the first tag comprises:

i) means for identifying local content for splicing or replacing program content.

6. The system of Claim 1 wherein the second tag comprises:

j) means for overriding the local tag with other content.

7. The system of Claim 1 wherein each tag comprises a header, tag type and local action.

8. The system of Claim 1 wherein the processing means comprises;

k) a supervisor for scanning a first and a second table for tags; and

l) means for detecting a scheduled time in the program content for initiating and transmitting local action described in a tag.

9. The system of Claim 1 wherein the means for inserting tags in the program content comprises:

m) an authoring tool generating local and override tags; and

n) means included in each tag defining a header, a tag type and local action.

10. An enhanced TV system comprising:

a) at least one source for transmitting compressed, packetized audio/video program content with tags in a communication stream;

b) at least one enhanced TV station for receiving the communication stream;

c) means for expanding the received communication stream;

d) means for processing the tags in the communication stream to insert local content underlying or spliced into the program content; and

e) local receivers for receiving, viewing and interacting with the program content.

11. The enhanced TV system of Claim 10 further comprising:

f) computer means including a memory;

g) program instructions stored in the memory for authoring tags; supervising tag processing;

h) scheduling tag insertion into the program content and splicing tags into the program content; and

i) means coupling the computer to web servers for e-commerce, database information and tracking interaction with the local receivers.

12. The enhanced TV system of Claim 11 further comprising:

j) the local receiver means generating and transmiting messages to the enhanced TV station; and

k) means for transmitting the messages and/or the tags to the web servers which provide content for the tags and/or respond to the messages.

13. A method of processing tags in a communication stream containing program content for delivery to a receiver, comprising the steps of:

a) capturing the program content including the tags and storing the tags in tables at the receiver; and

b) processing the tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

14. The method of Claim 13 further comprising the step of:

c) scheduling the tag in the program content for incorporation into the communication stream at scheduled insertion points.

15. The method of Claim 13 further comprising the step of:

d) coupling a settop box to the receiver for interaction in accordance with an action defined in a tag.

16. The method of Claim 13 further comprising the step of:

e) sending messages to the transmitter from settop boxes.

17. The method of Claim 13 further comprising the step of:

f) tracking settop interaction with the receiver or local modifications made by the tag in the program content.

18. The method of Claim 13 further comprising the step of:

g) transmitting messages to web servers for contents identified by the tag or requests from settop boxes.

19. A supervisor module in an enhanced TV station comprising:

a) means for reading program content in a communication stream from a transmitter;

b) means for identifying tags in the program content;

c) means for inserting identified tags in tables; and

d) means for replacing program content with local content based on the identified tags.

20. The supervior module of Claim 19 further comprising:

e) means for storing the tags in a local table or an override table according to a tag identifier.

21. The supervior module of Claim 19 further comprising:

f) means for implementing the local table tags in the program content unless replaced by the override table tags.

22. A method for processing tags to replace program content in a communication stream with local content, comprising the steps of:

a) reading program content in a communication stream;

b) identifying tags in the program content;

c) inserting identified tags in tables; and

d) replacing program content with local content based on the identified tags.

23. The method of Claim 22 further comprising the step of:

e) storing the tags in a local table or an override table according to a tag identifier.

24. The method of Claim 22 further comprising the step of:

f) implementing the local table tags in the program content unless replaced by the override table tags.

25. A method for installing tags to replace program content in a communication stream with local content, comprising the steps of:

a) commanding a capture device to read the program content;

b) obtaining the tags in the program content and the location and where they are to be inserted into the content;

c) scheduling the tags so that the arrive in the content by the time specified for their insertion;

d) inserting the tags into the program content at the scheduled time; and

e) storing the finished program content with the tags or encoding the program content and the tags for broadcast.

26. A program medium executable in a computer system for processing tags in a communication stream containing program content for delivery to a receiver, comprising:

a) program instruction in the medium for capturing the program content including the tags and storing the tags in tables at the receiver; and

b) program instructions in the medium for processing the tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

27. The program medium of Claim 26 further comprising:

c) program instructions in the medium for scheduling the tag in the program content for incorporation into the communication stream at scheduled insertion points.

28. The program medium of Claim 26 further comprising:

d) program instructions in the medium for coupling a settop box to the receiver for interaction in accordance with an action defined in a tag.

29. The program medium of Claim 26 further comprising:

e) program instruction in the medium for sending messages to the transmitter from settop boxes.

30. The program medium of Claim 26 further comprising:

f) program instructions in the medium for tracking settop interaction with the receiver or local modifications made by the tag in the program content.

31. The program medium of Claim 26 further comprising:

g) program instructions for transmitting messages to web servers for contents identified by the tag or requests from settop boxes.